

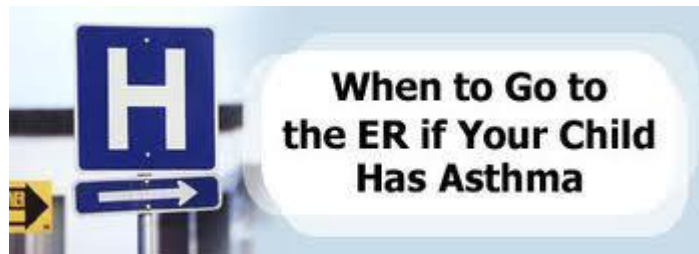
# ASTHMA OUTREACH INITIATIVE



**Public Health**  
Prevent. Promote. Protect.  
Wicomico County  
Health Department

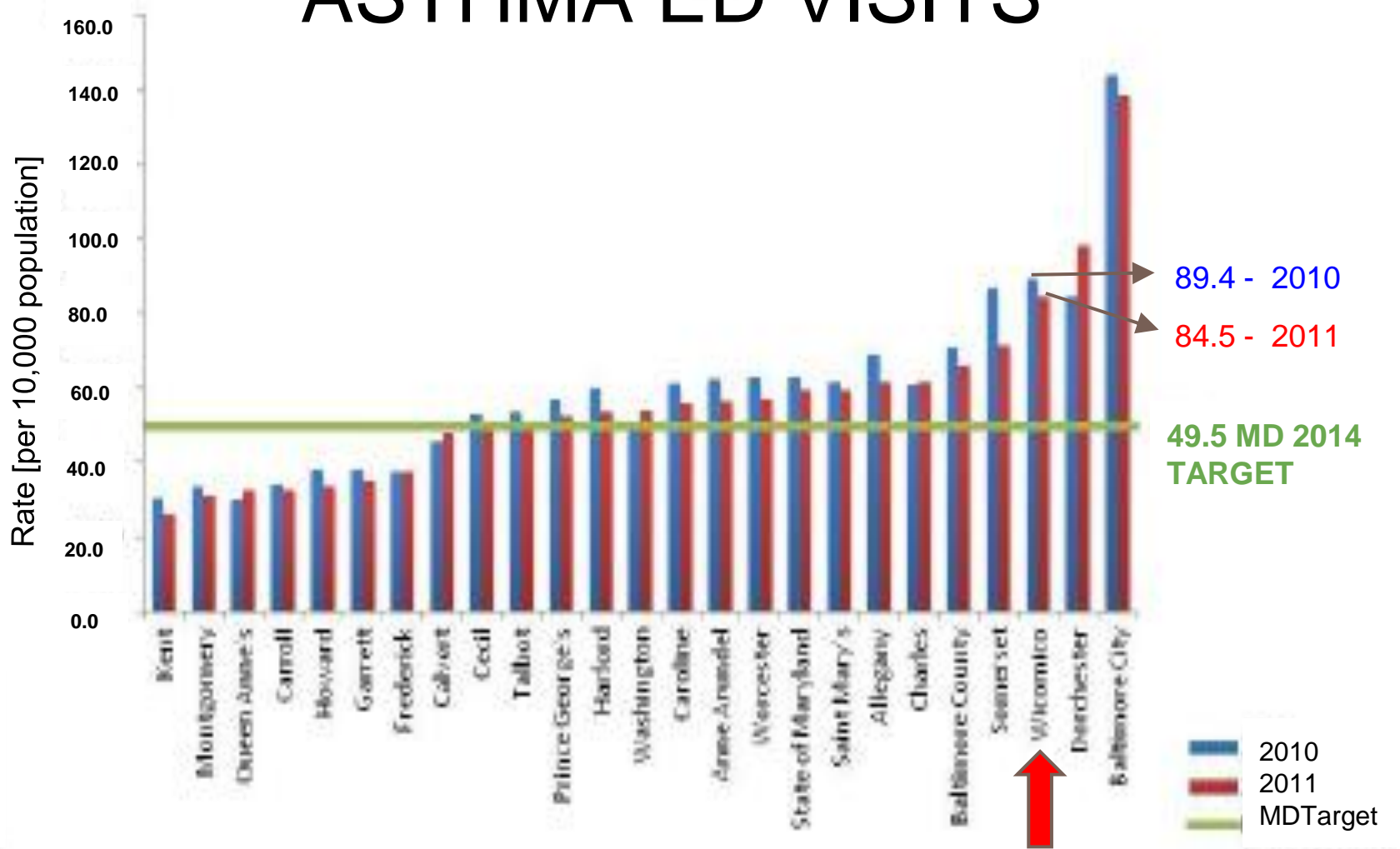
# PROBLEM

Wicomico County has a higher rate of asthma related Emergency Department visits in children 18 and under compared to the rest of the state of Maryland.

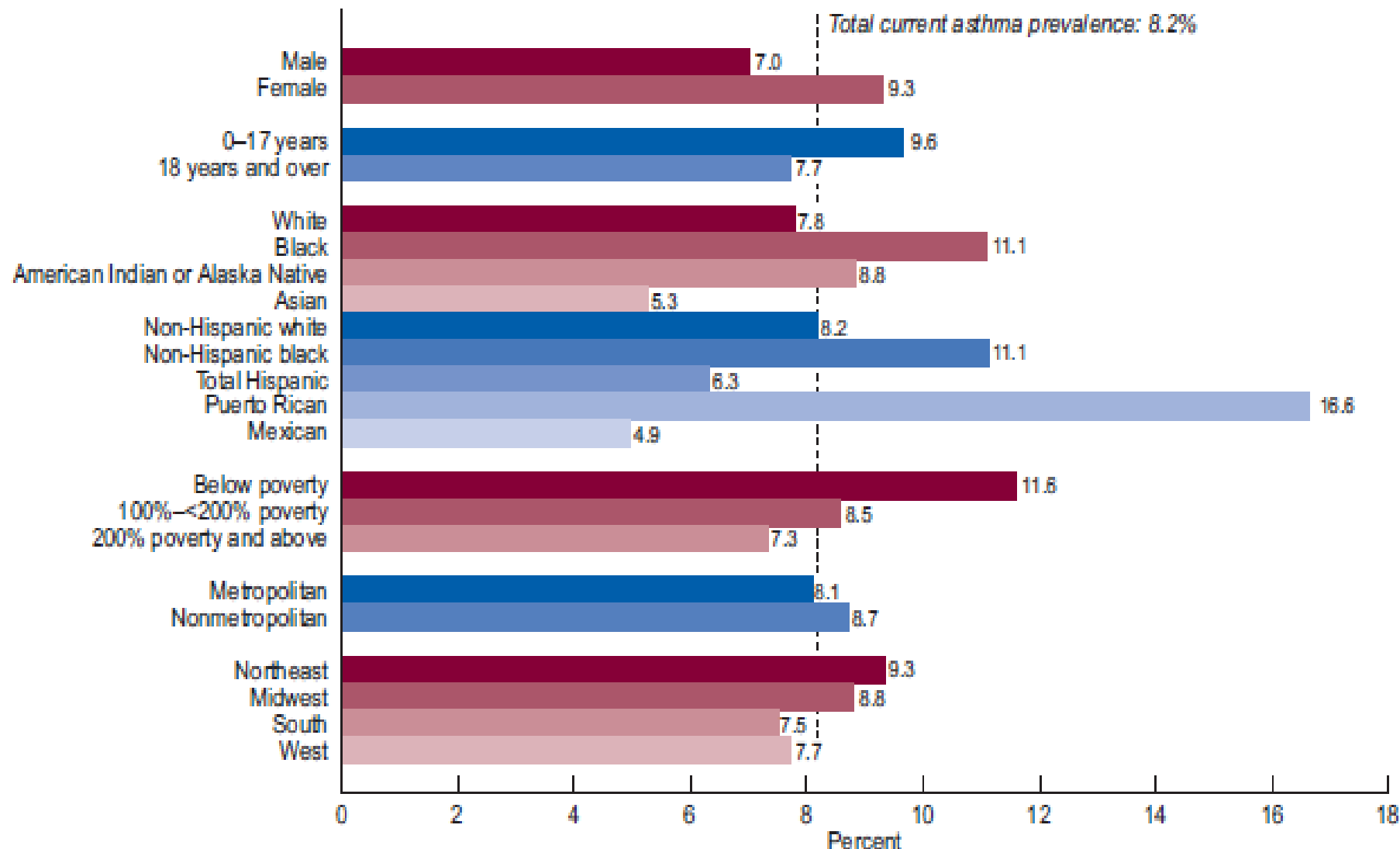


\*Photos courtesy of Trust for America's Health.

# ASTHMA ED VISITS



Data Source: Maryland Health Services Cost Review Commission (HSCRC)



NOTE: Estimates (except age-group-specific estimates) are age-adjusted to the year 2000 U.S. standard population.

SOURCE: CDC/NCHS, National Health Interview Survey.

Figure 2. Prevalence of current asthma, by selected characteristics: United States, 2009

## Asthma in the US

Growing every year

**1 in 12**

About 1 in 12 people (about 25 million) have asthma, and the numbers are increasing every year.



**12M**

About 1 in 2 people (about 12 million) with asthma had an asthma attack in 2008, but many asthma attacks could have been prevented.

**\$56  
Billion**

Asthma cost the US about \$56 billion in medical costs, lost school and work days, and early deaths in 2007.

Asthma is a lifelong disease that causes wheezing, breathlessness, chest tightness, and coughing. It can limit a person's quality of life. While we don't know why asthma rates are rising, we do know that most people with asthma can control their symptoms and prevent asthma attacks by avoiding asthma triggers and correctly using prescribed medicines, such as inhaled corticosteroids.

The number of people diagnosed with asthma grew by 4.3 million from 2001 to 2009. From 2001 through 2009 asthma rates rose the most among black children, almost a 50% increase. Asthma was linked to 3,447 deaths (about 9 per day) in 2007. Asthma costs in the US grew from about \$53 billion in 2002 to about \$56 billion in 2007, about a 6% increase. Greater access to medical care is needed for the growing number of people with asthma.

Learn what you can do to reduce asthma.

→ See page 4

Want to learn more? Visit

www

<https://www.cdc.gov/vitalsigns>

# Why do some children miss the bus...?



- Improper use of inhalers;
- Self medicated;
- Inconsistent dosing of medications;
- Home environment triggers.

# ASSESSMENT

Assessment of asthma educators and treatment providers in the community/schools.

History of as asthma prevention programs in the community/schools.

- Eastern Shore Asthma Coalition
- A.C.T.I.O.N.
- Peninsula Regional Medical Center "Camp Huff and Puff"
- Wicomico County Health Department
- Governor's Wellmobile
- Lower Shore Child Care Resource Center

# POSSIBLE INTERVENTIONS

**Education to patients, families, schools**

## **Weather Alert System**

- Flag system at schools
- Asthma alerts on media
- Collect local data on air quality

## **Asthma Action Plans**

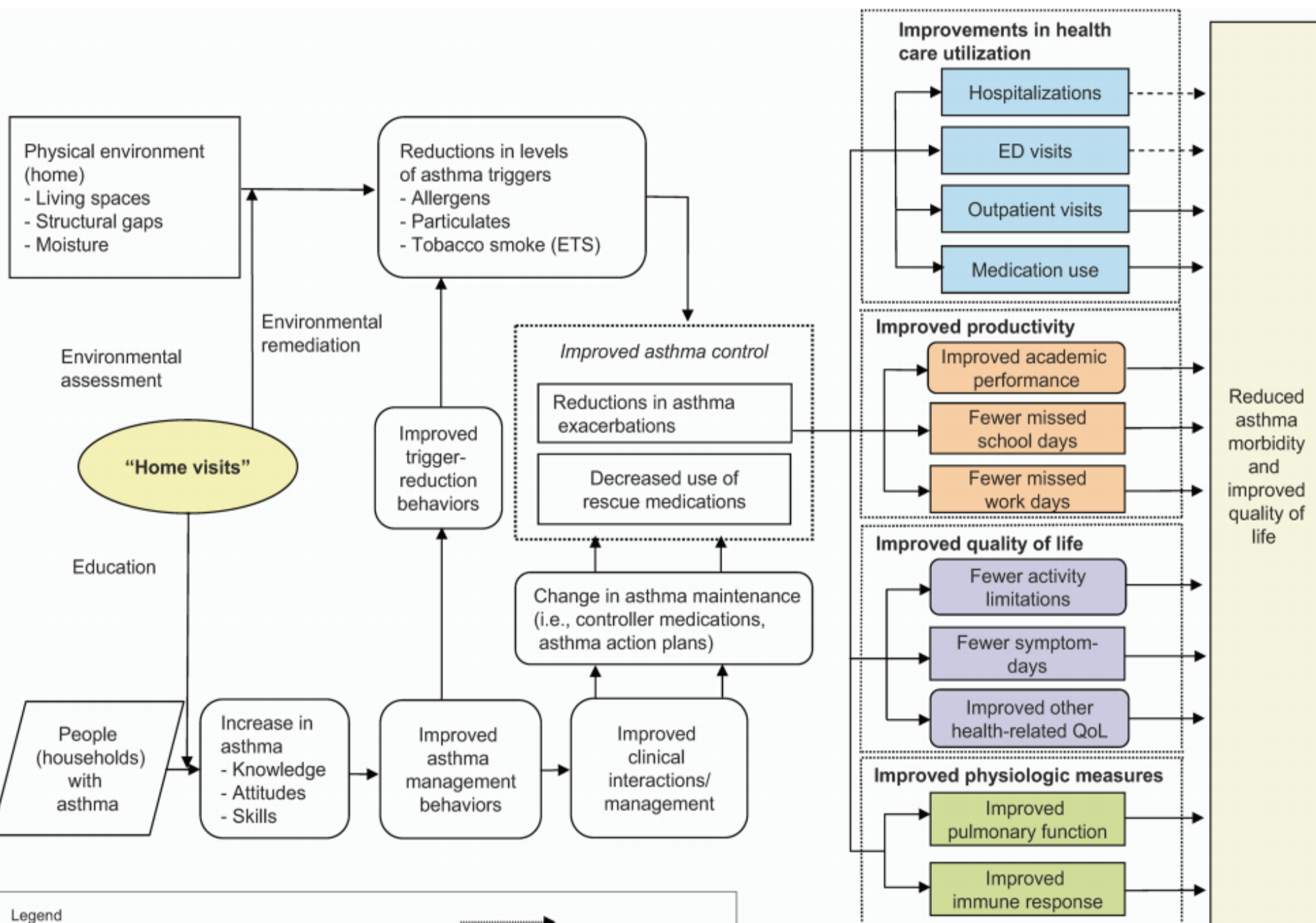
- Standardize
- Promote usage in schools

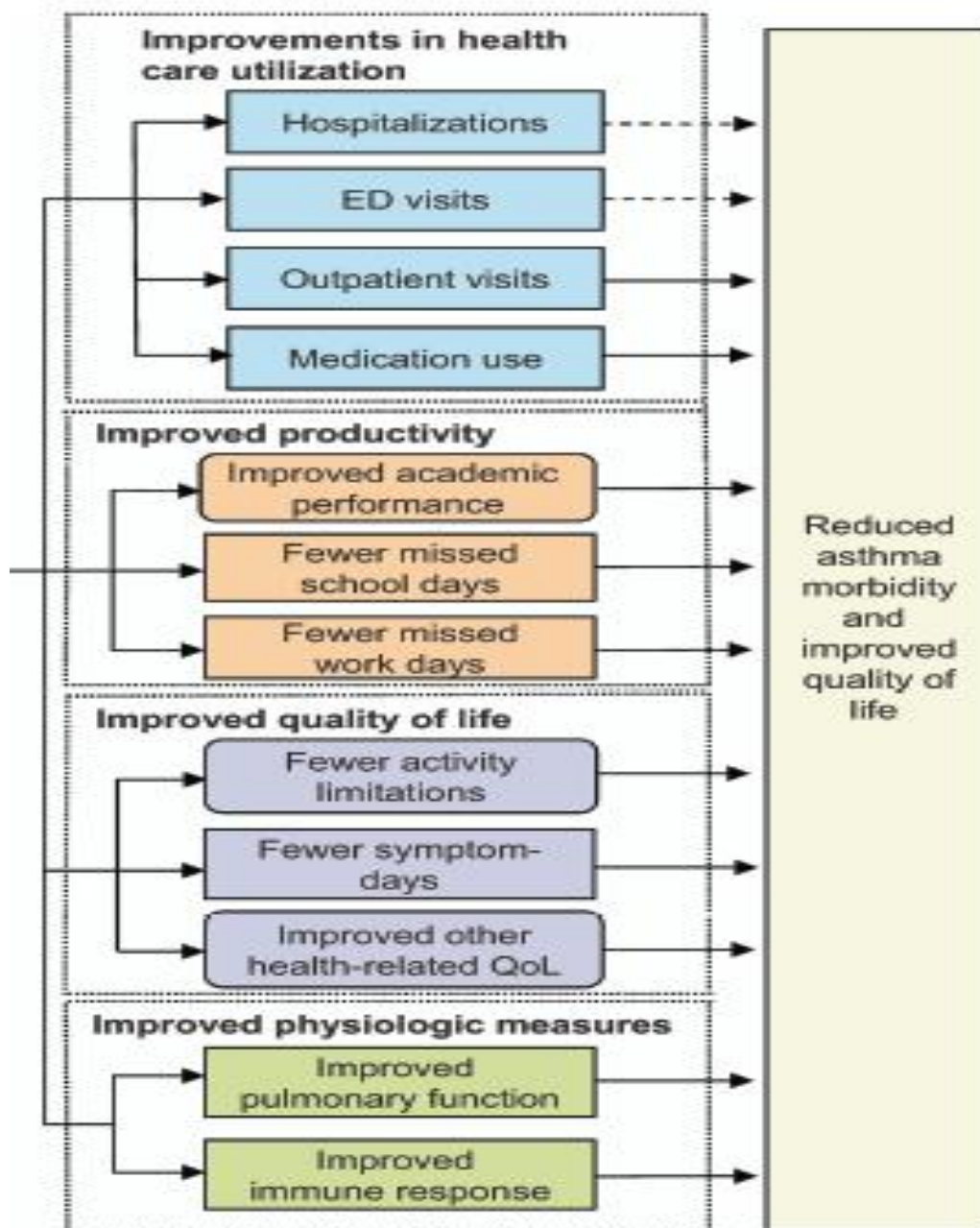


# **“DIVINE” INTERVENTION**



**Asthma Outreach Worker**





# STAKEHOLDERS

- HD personnel (IT, EH, PHC)
- Pediatricians;
- Hospital ED personnel;
- Hospital Asthma Task Force;
- Allergist;
- BOE Nursing Supervisor;
- Three Lower Counties (FQHC)

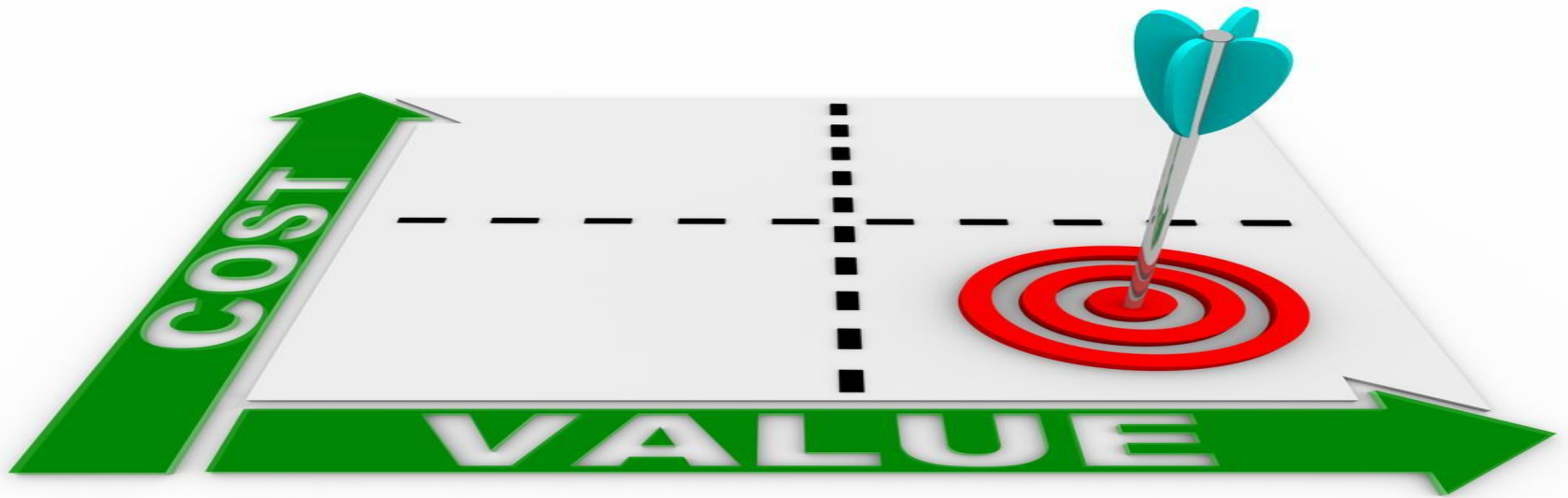
# PROGRAM GOALS

- Reduce the number of patients (<19 years old) with asthma exacerbations that visit the ED to a number comparable to the average goal set by Maryland for 2014 (49.5/100,000).
- Promote County HD Vision: "Healthy People, Healthy Communities".

# Does it work in children:



- ❑ Asthma symptom-free days - ▲ 20 days/year
- ❑ School days missed - ▼ 12.3 days/year
- ❑ Acute care visits - ▼ 0.57 per year



For every \$1 spent.....

.....a savings of \$5.30 - \$14!!

# Asthma Outreach Worker Qualifications



Outgoing personality

Experience in programs with safety net clients

Medical training not required



# PROGRAM MARKETING



- ❑ Public Service Announcements (PAC 14)
- ❑ Brochures, flyers and personal relationships with pediatric providers.
- ❑ Social Media – Facebook, Twitter, Instagram, YouTube, & Pinterest
- ❑ Website
- ❑ Health Fairs
- ❑ Health literacy, cultural competency and language services.

## About Our Program

The Wicomico County Health Department has a trained asthma outreach worker.

With your permission, the outreach worker will come to your home to help with proper use of asthma medications and screen your home for possible asthma triggers.



Office of Prevention and Health Communications  
Asthma Outreach Program



Public Health

Wicomico County Health Department  
108 E. Main Street  
Salisbury, MD 21801

Keisha L. Thornton  
Community Outreach Worker  
(410) 334 - 3480, ext. 17491  
FAX: (410) 548 - 5184  
Keisha.Thornton@maryland.gov

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Facebook.com/wicomicohealth

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Updated March 2013



Public Health  
Prevent. Promote. Protect.  
Wicomico County Health Department

## Asthma Outreach Program



(410) 334 - 3480

## FREE!! ASTHMA SUPPORT FOR CHILDREN IN WICOMICO COUNTY

- Does your child have asthma which is difficult to control?
- Does your child require frequent trips to the Emergency Department for asthma attacks?
- Is asthma preventing your child from being active?



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The Wicomico County Health Department has a trained asthma outreach worker, who will come to your home at your convenience to help with proper use of asthma medications, and to help identify possible asthma triggers in your home.

For more information, call Keisha Thornton at (410) 334-3480.



Wicomico County Health Department  
108 East Main Street • Salisbury, Maryland 21801

Lori Brewster, MS, APRN/BC, LCADC • Health Officer

April 15, 2013

Salisbury Pediatricians

Colleagues,

The Wicomico County Health Department has a program aimed at reducing the frequency of Emergency Department asthma visits. We are working with the PRMC Pediatric hospitalists, Drs. Collins, Kelly and Layton, who have led the PRMC Pediatric Asthma Task Force.

We have been fortunate to have the funding to hire an Asthma Outreach worker, Keisha Thornton, at least until the end of June. Keisha has been trained by PRMC personnel in proper use of inhalers. She will also be doing home environmental assessments and interventions. We have developed a referral form; home visit intake form, follow up form and promotional materials; you should have copies of these materials accompanying this letter.

We ask that you consider this service for selected asthma patients you feel might benefit. There is no charge for this service. We think it is likely to be helpful for those pediatric asthmatics who are not well controlled, and who frequently required Emergency Department care.

If you have any questions, please contact us



Wicomico County Health Department  
108 East Main Street • Salisbury, Maryland 21801

Lori Brewster, MS, APRN/BC, LCADC • Health Officer

### Asthma Outreach Intake Form

Resident: \_\_\_\_\_ Resident Phone: \_\_\_\_\_

Address: \_\_\_\_\_

In the past 30 days, how many times have you scheduled an appointment with your physician for an uncontrolled asthma attack? \_\_\_\_\_

In the past 30 days, how many times have you been to the Emergency Department for asthma? \_\_\_\_\_

Is your child using any controller medications? Yes/No Please list: \_\_\_\_\_ How often? \_\_\_\_\_

Problem	Laundry	Living Room	Dining Room	Kitchen	Bedroom 1	Bedroom 2	Bedroom 3	Bedroom 1	Bedroom 2	Bathroom
Deteriorated paint										
Walls										
Windows, door, or trim										
Paint chips on floor										
Soil with no grass or mulch										
Cockroaches										
Rodents										
Holes in wall										
Mold/Mildew										
Obvious source of moisture										
No obvious source of moisture										
Water damage: walls wet/newly stained										
Strong musty smell										
Natural gas/sewer gas smell										
Unvented gas oven/dryer/heater, A/C, humidifier										
Worn-out carpeting										
Smoker: Home or car										
Warm-blooded pets										
Box mattress or sofa Bedding: comforter, blanket, & pillow										

# ***FREE!!! ASTHMA SUPPORT FOR CHILDREN IN WICOMICO COUNTY***

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**Your Community, Your Story, Your Channel**




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## Video on Demand



Search:




**Keisha Thornton**  
Asthma Community Outreach Worker  
Wicomico County Health Dept.

PlayingVideosPlaylists

Asthma\_PSA\_4.9.13\_title1.normalized\_  
Playlist: Health Department

Health Dept.

Asthma\_PSA\_4.9.13\_title1.normalized...  
Health Dept.





**Thank you for your support!**

**Mailing Address:**  
1101 Camden Ave.  
Salisbury, MD 21801  
410-677-5014

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Public Access Channel

Serving Salisbury and Wicomico County

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# ENVIRONMENTAL ASSESSMENT



Child's bed covering  
air vent prevented  
proper air circulation.

Broken and rusted air  
vent covered in dust  
and mold.







Air filter ventilation



"Frass" (insect excreta) found  
evident in kitchen and bathroom  
areas of the home.





Chipped paint and worn  
drywall throughout home.





Stained and soiled carpeting.

# EVALUATION

**Something about this  
does not seem  
right!!!**



# EVALUATION



## **Data collection**

Programmatic – Satisfaction Surveys

Outcomes

## **Data Systems**

**Interpretation of data**

*A work in progress.....*

# UNANTICIPATED BENEFITS

- DHMH EHA interest, and \$10,000 grant for FY14 to incorporate climate change activities;
- TLC (FQHC) interest, possible financial support;
- Strengthened relations with pediatricians, hospital, and Board of ED Nursing Supervisor;
- Regional grant application to CHRC for diabetic outreach workers - collaboration with other HD's and hospitals.

# NEXT STEPS



- ❑ Incorporate additional climate change related strategies and messages.
- ❑ Collect and present data with stakeholders
- ❑ Remain involved with Department of Pediatrics and PRMC Asthma Task Force
- ❑ Sustainability and Funding



# Asthma Team



# Questions?

